



Internship Report
on
An Analysis of Marketing Activities of Banglalink

Supervised by:-

Mohammad Shibli Shahriar

Associate Professor

Department of Innovation and Entrepreneurship

Faculty of Business & Entrepreneurship

Daffodil International University

Prepared By:-

Sohel Rana

Id: 142-11-3974

Batch: 38

Major: Marketing

Program: Bachelor of Business Administration

Date of Submission:

-

An Analysis of Marketing Activities of Banglalink

Letter of Transmittal

Date:

Mohammad Shibli Shahriar
Associate Professor
Department of Innovation and Entrepreneurship
Faculty of Business & Entrepreneurship
Daffodil International University

Subject: *Submission of Internship Report on “Analysis of marketing activities of Banglalink”.*

Fair Sir,

With due regard, I am presenting my entry level position report titled, "Investigation of advertising exercises of Banglalink" which was allotted to me as a piece of my BBA. I have attempted myself best to finish this report you were give me as your best also.

Saying thanks to you for your thoughtful supervision and expectation that the report will be finished as your desires.

Sincerely Yours

.....

Sohel Rana

Id: 142-11-3974

Batch: 38

Major: Marketing

Program: Bachelor of Business Administration

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Declaration

I am Sohel Rana the understudy of Bachelor of Business Administration, bearing ID: 142-11-3974, Major in Marketing from Daffodil International University. I do therefore gravely pronounce that the entry level position provide details regarding "An Analysis of Marketing Activities of Banglalink " has been truly arranged by me. While setting up this temporary job report, I didn't break any copyright demonstration purposefully. I am further proclaiming that, I didn't present this report anyplace to grant any degree, recognition or endorsement.

Sohel Rana
Id: 142-11-3974
Batch: 38
Major: Marketing
Program: Bachelor of Business Administration

Certificate of Approval



This is to confirm that Sohel Rana, ID NO: 142-11-3974. Major in Marketing, Bachelor of Business Administration, Faculty of Business and Entrepreneurship, Daffodil International University (DIU) has effectively finished his entry level position program under my watch.

His entry level position give an account of "An Analysis of Marketing Activities of Banglalink" is acknowledged for thought.

I wish his all out achievement throughout everyday life.

A handwritten signature in black ink, appearing to read "Shibli", is written over a horizontal line.

Mohammad Shibli Shahriar

Associate Professor

Department of Innovation and Entrepreneurship

Faculty of Business & Entrepreneurship

Daffodil International University

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Acknowledgements

At the earliest reference point, I might want to offer my most profound thanks to Almighty Allah for giving me the quality and the self-control to finish the temporary job report. Words really will never be sufficient to express how thankful I am. In any case I will attempt my dimension best to express my appreciation towards a few people. Getting a completed report into a peruser's hands requires the work and help of numerous individuals. My report additionally remains based on such endeavors. I might want to perceive only a couple of the general population who aides and causes me to make this report.

At first I might want to thank my noteworthy administrator Mohammad Shibli Shahriar, Daffodil International University, for giving personal time normally in his bustling timetable and helping me to get useful proposal which was of much help to set up this cover "An Analysis of Marketing Activities of Banglalink".

Genuine appreciation to the majority of the great people groups of Daffodil International University, extraordinarily my instructors, colleagues and others.

Sohel Rana
Id: 142-11-3974
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Executive Summary

I have arranged this temporary position report dependent on my entry level position program as it is required for the BBA program. Banglalink assumes an imperative job in the media transmission industry. Consumer loyalty's is a standout amongst the most imperative impressions of the movement toward progression and advancement for this association. The accomplishment of the consumer loyalty's is the key criticism to enhance benefit quality. The report has composed in five sections.

First section including basic piece of the report, there I notice primary goal of the report. The principle goal of the report is to dissect the budgetary execution of the bank as entirety. In setting up this report I utilize both essential and optional information.

The second part where I talk about the association's history, Organogram and Structure of Marketing Department. I likewise incorporated the SWOT Analysis in this section.

The third part where I talk about the investigation of showcasing exercises of Banglalink.

Fourth part here manages a few discoveries, proposals which are drawn by examination of entire report.

Table of Contents

Topics		Page no.
Letter of Transmittal		iii
Declaration		iv
Certificate of Approval		v
Acknowledgements		vi
Executive Summary		vii
Table of Contents		viii
Chapter 1	Introduction	1 to 4
1.1	Introduction	2
1.2	Origin of the Study	2
1.3	Objectives of the Study	2
1.4	Scope of the Study	3
1.5	Methodology of the Study	3
1.6	Limitations of the Study	4
Chapter 2	Overview of Banglalink	6 to 21
2.1	About Banglalink	6
2.2	Overall Telecommunication industry of Bangladesh	6
2.3	History of Advertising World in Bangladesh	11
2.4	Behind Banglalink	12
2.5	Making a Difference	14
2.6	Structure of Marketing Department	15
2.7	Banglalink (An ORASCOM TELECOM Company)	16
2.8	Marketing Strategy of Banglalink	17
2.9	Vision, Mission & Core values	17
2.10	Finance	20

2.11	Corporate Affairs & Strategic Planning	20
2.12	Human Resources	21
2.13	Billing & It	21
Chapter 3	Market Situation Analysis	22 to 38
3.1	Market Situation Analysis	23
3.2	Market Summary	23
3.3	Market Needs	23
3.4	Quality Service	23
3.5	Customer Service	24
3.6	Service at Low Price	24
3.7	Market Growth	24
3.8	Product Life Cycle	25
3.9	Market Segmentation	25
3.10	Market Share & Competitors	27
3.11	Products and Services of the Company	29
3.12	Target Customer	33
3.13	Pricing Strategy	34
3.14	Factors Affecting Pricing Strategy	35
3.15	Promotional Strategy	35
3.16	Corporate Social Responsibility	36
Chapter 4	Major Findings, Recommendations & Conclusion	39 to 41
4.1	Major Findings of the Study	40
4.2	Recommendations	40
4.3	Conclusion	41
	References	41

CHAPTER ONE

Introduction

1.1. Presentation:

As a piece of the temporary position Program of BBA course necessity, I was doled out to do my entry level position in Banglalink. It is one of the main media transmission organization in Bangladesh, with long stretches of experience Banglalink is giving its best administration the two customers and nation.

This report, "An investigation of promoting exercises of Banglalink", has been set up to satisfy the halfway necessity of BBA program as a mean of Internship Program. While setting up this report, I had an extraordinary chance to have a top to bottom information of the furnishings organization as I functioned as an understudy there.

1.2. Inception of the Study:

This report has been composed as a degree prerequisite for 'Single guy of Business Administration' at Daffodil International University. A base multi week entry level position is a piece of the University educational programs for the above degree and is worth 3 credits. Having chosen Banglalink for doing my entry level position I have composed this report dependent on reasonable involvement in this association. This report is on advertising exercises of Banglalink.

1.3. Goals of the Study:

As a business expectative of future, I ought to need to accumulate understanding close to our books. I ought not concern my exercise just in classroom but rather to execute it in commonsense life. That will help me in my future life. A reasonable target helps in arrangement of all around enriched report in which others take the correct kind of choice. In this way, distinguishing goals is especially essential. Our motivation of setting up the report is:

Expansive goal:

The expansive goal of this report is to dissect the promoting exercises of Banglalink.

Explicit target: There are some particular goals are notice here those are-Marketing exercises of Banglalink.

- To distinguish the advertising blend of Banglalink.

- To investigate the advertising exercises of Banglalink.
- To discover a few issues of those exercises of Banglalink.
- To make a few proposals to beat the issue.

1.4. Extent of the Study:

The examination gives a ton of learning about advertising methodology of Banglalink. As I was working there I motivated the chance to learn distinctive procedures of their promoting methodology. It comprises of my perceptions and hands on encounters amid the temporary position time frame.

1.5. Approach of the Study:

From my instructive foundation, I have learned diverse philosophy in research process from the course "Business Research Methodology" offering by "Daffodil International University". In this way, in this examination I had the chance

to embroil my instructive information in viable field. I have gathered information from numerous sources:

i. Primary Sources:

- Face to confront discussion with clients.

- Direct perception on their distinctive items and showcasing procedures they are taken.

- Practical work involvement in the association.

ii. Secondary Sources:

- Questionnaire proposal from the clients.

- Internet is likewise utilized as a hypothetical wellspring of data.

Website and bulletins are likewise utilized as significant sources.

Prospectus and Relevant books.

1.6. Restrictions of the Study:

In setting up this report a few issues and restrictions have been experienced which are as per the following:

Data are not accessible efficiently.

The term of the temporary position is just 3 months (12 weeks) isn't sufficient for the investigation.

The specialists were reluctant to give information as a result of privacy of the association.

CHAPTER TWO

Overview of Banglalink

2.1: About Banglalink:

Banglalink is the second biggest cell benefit give in Bangladesh after Grameenphone. As of June 2013, Banglalink has an endorser base of 27 million with 25.7% piece of the overall industry. It is an entirely claimed backup of Telecom Ventures Limited of Malta which is possessed by Global Telecom Holding.

Banglalink had 1.03 million associations until December, 2005. The quantity of Banglalink clients expanded by 257% and remained at 3.64 million toward the finish of 2006, making it the quickest developing administrator in the realm of that year. In August, 2006, Banglalink turned into the primary organization to give free approaching calls from BTTB for both postpaid and prepaid associations. On August 20, 2008, Banglalink moved beyond the milestone of 10 million endorser base.

2.2 Overall Telecommunication industry of Bangladesh:

Bangladesh was the primary South Asian nation to receive cell innovation in 1993 by presenting Advanced Mobile Phone System (AMPS). Actually, the principal portable permit was issued in 1989 however it took quite a while to dispatch the administrations. The system inclusion and number of supporters had stayed very constrained because of extremely high membership cost and call tariff. In 1996, the then government driven by Prime Minister Shiekh Hasina, considering the monopolistic condition winning in the segment, granted three GSM licenses went for breaking the imposing business model and making the phone innovation moderate to the general masses.

From that point forward, the nation's phone industry never thought back, presently it has transformed into the biggest foundation supplier amid the most recent decade as sub segment inside telecom division. This sub-part has made new open doors by creating business, encouraging training and wellbeing administrations for everyday citizens.

The versatile interchanges segment in Bangladesh is one of the quickest developing businesses and has helped lift the financial and social advancement in the nation in three fundamental ways:

1. By offering some incentive included administrations and making work from direct/backhanded firms in the broadcast communications segment.
2. Increased efficiency in organizations because of cell phone utilization.
3. Increasing the inclusion and commitment of its populace with news and current undertakings.

This is borne out by key financial pointers. "The inflow of outside direct venture (FDI) developed by 26 percent with media transmission segment making most elevated development in the 2008-09 monetary years over that of the past financial. A sum of around US \$ 430 million was put resources into the nation's media transmission area, especially by quickly developing cell phone organizations in FY 09," an ongoing investigation of Bangladesh

Bank uncovers. Venture from this industry as of December 2008 stands around BDT 30,000 (Thirty Thousand) crore.

Commitments of portable industry to the National Exchequer are worth more than BDT 20,000 (Twenty Thousand) crore, as of December '08. It has created immediate and aberrant work of 6,75,000 (six lakh seventy five thousand) individuals till 2006-07 FY which has expanded further as of late.

The cell phone part has likewise made conceivable the accessibility of information empowering administrations crosswise over Bangladesh. Portable web has helped, and will probably proceed, to connect the computerized partition between individuals with access to data and administrations, and those without preparing for appearing the fantasy of "Advanced Bangladesh". This is particularly additionally given the more prominent versatile inclusion achieving 97% of the populace which reaches out into regions past the settled lines arrange. It was evaluated that there were more than 5 million portable web clients. Geographic area thus will turn out to be to a lesser extent a boundary to social and monetary incorporation, particularly among those inside the country regions, helping bolster neighborhood improvement, keeping away from pointless relocation and enhancing socio-geographic structure. "The normal duty of a prepaid versatile in Bangladesh is the least on the planet," the ICT Development Index 2009 of International Telecommunication Union uncovers.

The cell business has affected regular daily existence of the millions and made correspondence simpler which has incredible effect on the economy of the nation. Starting today, the industry, independent from anyone else

contributes 8% of the National Revenue (2008) and contributed most astounding measure of FDI (59%) according to the Bangladesh Bank report (2008).

Development over 10 years - from 1997 to July'09:

- Access to telecom was just four lac individuals, tele-thickness under 0.4% in 1997
- At present about 47.97 Million (4.7 crore) individuals approach reasonable media transmission administrations and tele-thickness is over 32%.
- Telecom voice advertise in Bangladesh is commanded by Mobile telephone sub-segment and its rate is 97% while (arrive telephone) is 3 % just, of which speaks to 2% and all private PSTN is 1%.

Telecom Market Scenario (EoQ1 '08):

- Total Telecom Penetration is 26.73%
- Total Mobile Penetration is 25.95%
- Total web Penetration is 0.3%

(2006). Enhanced life and business Support:

- Lifestyle incorporates stock/agri data, telemedicine, news refresh, service charge installment, SMS and MMS and so forth.
- Business incorporates access to web, versatile email, information get to, SMS keeping money, portable fax, Edge/GPRS, International Roaming and so forth.

Giving administrations at reasonable cost:

- Call charges - one of the least on the planet.
- Low salary gathering would now be able to bear the cost of cell phone benefits the nation over.
- Internet the progression forward is reliant on portable industry.

Web entrance in Bangladesh is the most minimal in the district

Among the 6 million web clients, approx. 90% utilizations Mobile web which implies increasingly portable infiltration will make more web access for the general population of Bangladesh

Expanded versatile infiltration will help in upward access to Voice and Data, E-wellbeing administration for 24hours in remote zones. It opens the entryway for Medical counsel, E-instruction - access to instructive data, E-Governance, E-installment, E-keeping money and Agri-benefit - access to agribusiness data.

Major Corporate Social Responsibility activities by Mobile Operators:

School sponsorship: Skill advancement preparing for local people,
Local/outside grants and preparing for under-advantaged kids

Natural ventures: Beautification of city, Cox's Bazaar shoreline cleaning,
Airport beautification, Road wellbeing, Preservation of Heritage, Awareness
Building programs

Supporting individuals in need: Immediate help bolster gave in flood and
tornado influenced regions of Bangladesh with nourishment, medicine, cash
and deliberate help by the Operators.

Bangladesh was the main South Asian nation to receive cell innovation in
1993 by presenting Advanced Mobile Phone System (AMPS). Truth be told,
the primary versatile permit was issued in 1989 however it took quite a
while to dispatch the administrations. The system inclusion and number of
supporters had stayed very restricted because of excessively high
membership cost and call levy.

2.3 History of Advertising World in Bangladesh:

Sheba Telecom (Pvt.) Ltd. was conceded permit in 1989] to work in the
rustic territories of 199 upazilas. Later it acquired across the nation 15-year
GSM permit in November 1996 to stretch out its business to cell portable,

radio telephone utilities. It propelled activity in the last quarter of 1997 as a Bangladesh-Malaysia joint endeavor.

In July 2004, it was accounted for that Egypt based Orascom Telecom is set to buy the Malaysian stakes in Sheba Telecom through a secretive arrangement, as Sheba had neglected to tap the business possibilities in Bangladesh essentially because of an unending fight between its Malaysian and Bangladeshi accomplices. An assention was come to with Orascom worth US\$25 million, covertly. The agreement has been kept mystery for lawful reasons, thinking about budgetary aftermath and on account of the fight. The primary purpose behind the covert managing was the joint endeavor assention between the Bangladeshi and the Malaysian accomplices, which directs that if any gathering moves its Sheba shares, the other party will appreciate the main directly to purchase that.

Incorporated Services Ltd. (ISL), the Bangladeshi accomplice, was as a rule 'formally' appeared as obtaining the offers held by Technology Resources Industries (TRI) of Malaysia for \$15 million. ISL then paid another \$10 million to Standard Chartered Bank to settle Sheba's liabilities.

In September 2004, Orascom Telecom Holdings obtained 100% of the offers of Sheba Telecom (Pvt.) Limited. It was gained for US\$60 million. Sheba had a base of 59,000 clients, of whom 49,000 were ordinary when it was sold. Thereafter it was re-marked and propelled its administrations under the "Banglalink" mark on 10 February 2005.

In March 2008, Sheba Telecom (Pvt.) Limited changed its name as Orascom Telecom Bangladesh Limited, coordinating its parent organization name.

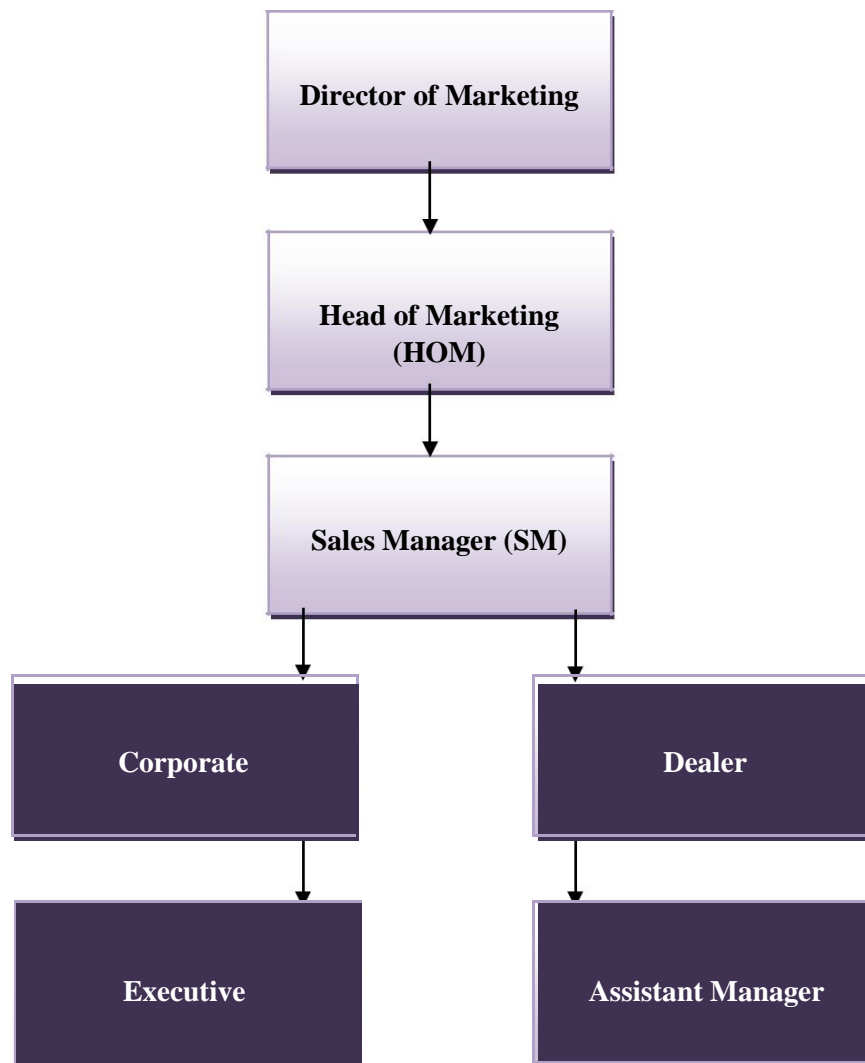
In July 2013, after the 2011 proprietorship rebuilding in the parent organization, the organization name changed for the second time to Banglalink Digital Communications Ltd.

2.4 Behind Banglalink:

Sheba Telecom (Pvt.) Limited was allowed permit in 1989 to work in the rustic regions of 199 upazilas. Later it acquired GSM permit in 1996 to stretch out its business to cell versatile, radio telephone utilities. It propelled task under the brand name Sheba in the last quarter of 1997 as a Bangladesh-Malaysia joint endeavor. In July, 2004, it was accounted for that Egypt based Orascom Telecom is set to buy the Malaysian stakes in Sheba Telecom through a secretive arrangement, as Sheba had neglected to tap the business possibilities in Bangladesh fundamentally because of an endless fight between its Malaysian and Bangladeshi accomplices. An understanding was come to with Orascom worth US\$25 million was concluded covertly. The agreement has been kept mystery for lawful reasons, thinking about money related aftermath and in view of the quarrel.

The fundamental purpose behind the covert managing was the joint endeavor understanding between the Bangladeshi and the Malaysian accomplices, which directs that if any p

2.6. Structure of Marketing Department:



2.7 Banglalink (An ORASCOM TELECOM Company)

	At A Glance	
Date of inauguration		February 2005
Date of operation		February 2005
Total no of Regions		7
Total Customers		12.1 Million
Total no. of employee		50 00
Manager		12 %
Executives		11 %
Engineers		8%
Senior Engineers		5%
Zonal Sales Manager		4%
Zonal Customer Care Manager		12 %
Others		48 %
Male		90 %
Female		10 %
Website		www.banglalinkgsm.com
Coverage area		64 District

2.8 Marketing Strategy of Banglalink:

Revenue	US\$288 million (2008), 49.2% from 2007
Head Office:	Banglalink Tigers' Den Plot 4, SW (H) Gulshan Avenue Dhaka – 1212, Bangladesh

2.9 Vision, Mission and Core esteems:

Vision

To comprehend individuals' needs best and create fitting correspondence administrations to enhance individuals' lives and make it basic.

Mission

- Segmented approach regarding items and administrations
- Delivering prevalent advantages in each period of the clients' involvement

(previously, amid and after deals)

- Creating ideal investor esteem

Guiding principle

All representatives of Banglalink exhibit the accompanying qualities in everyday exercises to guarantee —making a distinction" in each region of our tasks:

Direct: We state what we do and we do what we state

Dependable: A guarantee made is a guarantee kept

Creative: Whatever we do will be valuable and useable

Enthusiastic: We generally convey with genuineness and enthusiasm

Practical Department

Banglalink has the accompanying practical divisions:

Deals and Marketing

The Sales& Marketing office works in various classifications, for example, Research

& Product Development, Marketing Communications, Corporate and Direct Sales, Channel Management, FWT and Backbone Solutions, Logistics and Trade Support, International Roaming and so forth.

Deals and promoting is in charge of setting up of the business channels and systems by which the administrations bundles are really sold to the clients. This division likewise manages corporate deals. This division anyway bargains basically with deals to corporate

clients and upkeep of relations with both current customers just as checking out potential new corporate customers, though the after deals benefit and different issues are managed by the client administrations activities segment of the organization. This division additionally has the essential employment of setting up advertising channels by which bundles are appropriated among customers and criticism is acquired from clients. This office is in charge of the choice of merchants and inspiring them to elevate Banglalink bundles to the clients in their separate territories. Brand Marketing and Research and Product Development id in charge of all the limited time exercises of Banglalink items, creating brand picture and furthermore planning new bundles.

Client Care

Client Care Department is in charge of organizing a wide range of client bolster exercises. Its essential errand is to guarantee that testing objectives are set for each sub-division as indicated by the hierarchical points and every worker comprehends his or her job in supporting the client. CCD has an obligation to guarantee smooth coordination between the enactment, adjusting and charge accumulation exercises. CCD worked in various areas, for example, front office, enactment and Verification, gathering and maintenance, call focus and so forth.

Call Center is a 24hours administration given to the clients where a client can without much of a stretch call to the chasing numbers and request any kind of questions and illumination. Call Center Agents endeavor to tackle the client's concern in a flash if conceivable or manage them as needs be.

Another useful zone under the Customer Care Department is Workshop where defective handsets are fixed.

2.10 Finance:

This division is in charge of co appointment of different back and Fund the board exercises of Banglalink. This Includes LC and buy subsidize the executives installment of store paid by clients, income the board, and protection cost administration, guaging and planning, consulting with Banks and so on. Distinctive segments under this division are Commercial, Fund Management, and Budgeting.

This division additionally cares for the working of Central Stores from where versatile sets, every single other extra and a wide range of stationeries are issued.

2.11 Corporate Affairs and Strategic Planning

This division has been acquaints as of late with encourage the accompanying exercises:

- Secretarial Activities guarantee legitimate execution of significant laws of organization acts and guarantees appropriate answering to different administrative bodies.
- Tax and Vat Managing and controlling corporate expense and Vat related issues and co-ordinate with the assessment administrative sheets.
- Business initiates consistently meets administrative bodies and distinctive partners to guarantee smooth running of operational exercises of the organization.
- Revenue Assurance guarantees income of the organization and creates methodology to build income just as security of income spillage.

2.12 Human Resources

HR Department works in the accompanying particular areas:

Banglalink trusts that their collaboration is our most noteworthy resource. Helpful commitments made by every individual present to us that a lot nearer to our objectives. The Banglalink family is comprised of a gathering of enthusiastic people, particularly qualified from different trains yet moving in the direction of our vision.

Banglalink guarantees for the Tigers/Tigress:

- A neighborly, proficient and commonly strong condition that urges our kin to build up their possibilities to an ideal dimension.
- A genuine nature of polished methodology that can be found in all world-class worldwide organizations.
- Team arranged experts, who add to the more prominent entire of the association through their support in basic leadership circumstances.
- A framework which perceives and compensates bunches just as people for their endeavors and commitments to the organization.

2.13 Billing and It

Charging exercises incorporate bill age, dispatch of bills and hazard the executives. The bill age territory is in charge of the genuine procedure of setting up the bills for the clients and sending those bills at the fundamental time to take into consideration conveyance time and installment by clients. While Risk Management region's duties incorporate checking utilization against credit limit.

IT area gives a wide range of frameworks or specialized help for example investigating, establishment of PCs, keeping up the mechanized participation framework and so on

CHAPTER THREE

Market Situation Analysis

3.1 Market Situation Analysis:

Banglalink have begun its first task in Bangladesh in 2005. The items have been generally welcomed and the advertising is the way to the advancement of its image picture just as the development of the client base. Banglalink now offering diverse bundles for the clients yet at the asking year they offered bundles just as various versatile sets for the client.

3.2 Market Summary

Banglalink group's great data about the market, knows a lot about the regular qualities of the most esteemed client. Before propelling its accomplished and incite move and promoting power watched the market cautiously and better comprehended who is served, what is their particular needs and the best approach to speak with the clients need and request.

3.3 Market Needs

Banglalink is giving a wide scope of administrations for its esteemed clients. The organization looks for following advantages that are essential for its clients:

3.4 Quality Service

Banglalink is giving quality support of the businesses. The clients don't care for the system issue and moderate systems administration framework. Banglalink enlists high expert workers and specialists to make the system accessible for the clients. It is the organization which extends its system everywhere throughout the nation inside the most brief timeframe in the wake of beginning its task. Banglalink is focused on its client about the quality administration.

3.5 Customer Service

Banglalink has both on the web and physical client care benefit for its clients. The esteemed client can take care of the issues over cell phone dialing 121. It has likewise client care benefit everywhere throughout the nation for the most part in the city territories. Be that as it may, the focuses are too constrained to even think about meeting the gigantic interest. Presently at this Banglalink is growing its client care focuses and updating its quality. Banglalink is resolved to satisfy the client need and issue at the earliest opportunity.

3.6 Service at Low Price

Before Banglalink begins its activity the tax was higher than some other period. Around then the three versatile organizations charged Tk. 6 for every moment active calls and Tk.2 for per sms. Be that as it may, the organization was resolved to give quality administration at a most reduced cost. Thus Banglalink is the quickest developing telecom organization in Bangladesh. This is a result of giving quality administration at a least cost.

3.7 Market Growth

In spite of the fact that the call rate levy is decreasing because of the overwhelming challenge in the telecom advertise, the market is augmenting step by step as the quantity of portable clients are expanding and there is a great deal of degree to build up this area. Banglalink is the quickest developing telecom segment in Bangladesh. Sheba Phone moved toward becoming Banglalink in 2005 when Orascom charted the organization. At the time propelling as the name of Banglalink there was just a couple of thousand clients yet inside the three years its number of clients has raised in excess of 4 million. Banglalink is the second biggest telecom organization working in Bangladesh.

3.8 Product Life Cycle

The way toward creating and keeping up a fit between an association's objectives and the dynamic condition is the vital arranging.

Showcasing methodology is the methods by which a promoting objective is to be accomplished under the perception of the situation of the item.

Today understanding client is urgent, however it isn't sufficient. Under the showcasing idea, organizations increase upper hand by fulfilling target buyer needs superior to anything contenders do. Along these lines, promoting systems must consider the necessities of target customers, as well as the methodologies of contenders.

To set up an advertising technique it is important to know the situation of the item in its Product Life Cycle.

Looking at the outer condition, Banglalink's item is set at the development phase of its life cycle. Realizing this position will figure out which procedure is to apply.

3.9 Market Segmentation

Banglalink has the accompanying division bases:

On the off chance that we take a gander at to the portions from the geographic edge we find that it began its administration from the capital of Bangladesh – Dhaka city. At that point it expanded its inclusion zone into Chittagong, Sylhet, Khulna, and slowly the 61 districts of the nation. Despite the fact that Banglalink is covering the vast majority of the piece of the region, still they left 3 additional locale. There are government limitations for the system inclusion of those slope follows regions. As to section the PDA buyers' psychographic division assumes the most vital job. Psychographics division separates purchasers into various fragments dependent on social class, way of life or identity. It is critical to plan the items and administrations of portable organization as indicated by the shoppers' psychographic factors.

Statistic Market Segmentation

After the organization has chosen which advertise fragment to enter with which item, it must choose what positions it need to involve a reasonable unmistakable and attractive place in respect to contending items in the psyche of target clients. The organization's whole showcasing system should bolster the picked situating procedure.

Since if an item is seen to be actually similar to another item available, shoppers would have no motivation to get it, Banglalink expedites uncommon highlights the item just as huge different administrations that situated the items in the objective fragments. Items can be situated with some situating system. We find that Banglalink has taken has taken multi-different system to position its different item in the market.

It planned its items as indicated by the utilization event. Customers can utilize Banglalink in explicit events as indicated by their need, for example, the global meandering offers the purchasers a chance to utilize their PDA in 172 abroad nations. The results of Banglalink are accessible for specific classes of clients.

Banglalink has sectioned its market by utilizing numerous bases. It has fundamentally done that based on statistic viewpoint.

The key factors here are:

- Gender
- Income
- Occupation

Banglalink then went for Behavioral division, in view of:

- User status
- User rate
- Loyalty

Other than concentrating on customary GSM based administrations, Banglalink is likewise focusing on new and creative business fragments to broaden the income. In this manner, Banglalink gave accentuation on portable money related administrations and took the market authority by offering a scope of administrations for example versatile bill pay, portable settlement, versatile ticketing, versatile protection premium pay, portable best up, prepaid web revive and so on. Banglalink has been coordinated with Western Union so the cross outskirt subsidize exchange can be guaranteed to be conveyed in the enrolled Banglalink versatile. banglalink Mobile Cash (entered as Banglalink mWallet) benefit won the mBillionth South Asia Award 2011 in the classification m-Business and Commerce/Banking.

3.10 Market Share and Competitors:

Cell phone endorsers have come to at 97.180 Million in Bangladesh:

The telecom part in Bangladesh is quickly rising. There are six cell phone administrators in Bangladesh.

1. Grameenphone Ltd.: Branded as Grameenphone,
2. Orascom Telecom Ltd.: Branded as Banglalink
3. Robi Axiata Ltd: Branded as Robi

4. Airtel Bangla Ltd. Marked as airtel
5. Pacific Bangladesh Telephone Ltd.: Branded as Citycell
6. Teletalk Bangladesh Ltd.: Branded as Teletalk.

Bangladesh Telecommunication Regulatory Commission (BTRC) is the administrative specialist for this area, administering authorizing, strategy and so forth. As indicated by BTRC the quantity of cell phone clients has come to at 97.180 million toward the finish of December, 2012 in Bangladesh.

The statistical surveying additionally infers that in spite of the fact that Banglalink isn't the market chief in media transmission advertise, they are the Market Challenger, as the accompanying figure demonstrates the piece of the pie of Banglalink in the telecom showcase.

Operators	Active Subscribers*
Grameen Phone Ltd. (GP)	40.021
Orascom Telecom Bangladesh Limited (Banglalink)	25.883
Robi Axiata Limited (Robi)	21.039
Airtel Bangladesh Limited (Airtel)	7.051
Pacific Bangladesh Telecom Limited (Citycell)	1.536
Teletalk Bangladesh Ltd. (Teletalk)	1.650
Total	97.180

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3.11 Products and Services of the Company

The principle capacity of Banglalink is to give Mobile Telecom Product and Services to its esteemed client including Voice Communication, SMS benefit and other Value Added Services (VAS). It additionally Provides Data and Fax administrations to its clients.

Primary Product and administrations are depicted underneath:

Prepaid Packages

Banglalink entered the market with a guarantee of making cell phone reasonable for individuals. This guarantee was kept and Banglalink was the main administrator to present a level rate for all calls (inside claim organize and to different administrators) for the comfort and simplicity of clients.

Banglalink right now offers one prepaid plans. All the prepaid plans come in one stages—Standard (T&T approaching and active with NWD and ISD). All associations give GPRS to supporters.

Banglalink offers:

- Banglalink play
- Banglalink desh
- Banglalink desh hi bundle
- Banglalink desh ek rate
- Banglalink desh ek rate darun
- Banglalink desh 7 fnf
- Banglalink desh 10 fnf
- 1 second heartbeat
- Postpaid Packages

Banglalink comprehends that client needs and use designs are one of a kind. This is the reason they put stock in offering decisions to clients so they can pick what they require. As opposed to offering similar answers for every other person, Banglalink post-paid bundles are custom-made to fill the correct needs and give the clients best an incentive for cash.

Banglalink offers:

- Banglalink Inspire
- Banglalink SME

Banglalink Priyojon Program

Banglalink values its association with client and firmly centers around supporting the client to demonstrate our appreciation to our dependable clients. Banglalink has propelled —Priyojon Program which is currently additionally energizing. In redesigned Priyojon Program client can without much of a stretch procure more focuses alongside elite limits in more than 200 accomplice outlet the nation over.

Web Packages

Banglalink 3g – 3g for all! 3g is the third era of portable broadcast communications innovation. Banglalink 3g will enable esteemed clients to surf the web with quicker information speed even progressing with the predominant hspa association. Banglalink 3g will enliven the experience of portable broadband on your 3g cell phone/gadget. With Banglalink 3g clients can appreciate predominant video spilling, download encounters, upgraded video calling, rapid information transmission and getting to imaginative 3g benefits on the cell phone that will influence their life to sprinkle, energizing and productive so clients can accomplish more in a hurry.

The way Banglalink has reshaped the Bangladesh telecom showcase and made versatile communication moderate to everybody, in that equivalent soul they might want to reshape the portable web advertise by offering unrivaled 3g involvement with reasonable information tax intends to convey the support of each regular Bangladeshi. Banglalink 3g offers some incentive for cash through the correct understanding.

Existing information packs in 3g

Existing paid ahead of time and call and control 2g information supporters selected in the referenced bundles can likewise appreciate Banglalink 3g web as beneath:

package name	package details	package price (tk)	quota (volume)	validity (in days)	activation code
p2	unlimited	650	2 gb	30	*5000*528 #
p3	night-time limitless (10:00pm- 10:00am)	300	2 gb	30	*5000*527 #
p5	120 mb	100	120 mb	30	*5000*525

					#
p7	20 mb	20	20 mb	7	*5000*522#
p8	55 mb	50	55 mb	15	*5000*523#

p12	morning unlimited (5am -10am) weekly pack	70	200 mb	7	*5000*521#
p13	morning unlimited (5am -10am) monthly pack	200	1024 mb	30	*5000*526#
p15	50 mb	55	50 mb	30	*5000*524#

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3g will enliven the experience of portable broadband on your 3g cell phone/gadget. With Banglalink 3g clients can appreciate predominant video spilling, download encounters, upgraded video calling, rapid information transmission and getting to imaginative 3g benefits on the cell phone that will influence their life to sprinkle, energizing and productive so clients can accomplish more in a hurry.

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CHAPTER FOUR

***Major Findings,
Recommendations &
Conclusion***

4.1 Major Findings of the Study:

Discoveries with respect to different parts of generally and investigation are exhibited beneath:

- **Service:** Their system benefit isn't refreshed looking at than other media transmission. They once in a while make conditions for their customers, in this manner making it simple for their customers to leave their administrations or move to another organization.
- **Price:** They will in general have less customers, and along these lines charge higher per customer. They used to discernment based estimating and not esteem/exertion based evaluating. They realize less how to charge for their advanced function, and end up costing it like disconnected inventive work.
- **Place:** Their administration is restricted inside a few regions, however it is an overall telecom organization.
- **Promotion:** They used to getting things flawless, not moving quick and settling things remotely, in a hurry. Advanced promoting offices

need to move quick to catch openings, and they have the product aptitude to change things on the fly. For example, a large portion of the pictures on computerized securities, similar to messages, are put away on the cloud. Their special innovation isn't forward-thinking.

4.2 Recommendations:

- They should catch the reliable customer from the market with the goal that customers may not leave their administration.
- They should make investigate about their estimating of their administration.
- They ought to conquer the place boundaries.
- They ought to make additionally organizing and should redesign their limited time innovation and ought to compose some program to advance their image name.

4.3 Conclusion:

Banglalink is the second biggest cell specialist co-op in Bangladesh after Grameenphone. In September, 2004, Orascom Telecom Holdings bought 100% of the offers of Sheba Telecom (Pvt.) Limited (—Sheball). A while later it was re-marked and propelled its administrations under the —Banglalink mark on February 10, 2005. At the point when Banglalink entered the Bangladesh telecom industry in February 2005, the situation changed medium-term with portable communication turning into an amazingly valuable and reasonable specialized apparatus for individuals over all sections with imaginative and appealing items and administrations focusing on the distinctive market fragments; forceful enhancement of system quality and committed client care; and viable correspondence that candidly associated clients with Banglalink™. The Objective of the organization is to guarantee telecom office for all individuals of Bangladesh with least expense. **References**

- Instruction guidance sheet provided by Honorable Supervisor Sir.
- Internship Books
- Wikipedia
- Google